



 12-13/03/2024  MADRID

MIM

EGTA MARKET INTELLIGENCE MEETING

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Hosted by

ATRESMEDIA
PUBLICIDAD



Experts from various markets will take to the stage to provide updates on innovations in total TV audience measurement.

Location: [Meliá Serrano hotel](#), C/Claudio Coello, 139, 28006 Madrid

TV measurement in Spain: An update on how Kantar Media is moving TV measurement forward in Spain, including new developments in leveraging HbbTV data to reduce zero ratings.



Mariayun Martin de los Rios Alarcón, Commercial Director Media, Kantar Media Spain

KANTAR MEDIA

The Swedish approach to total video measurement: Insights from last year's introduction of total video content and ad ratings in Sweden, and the related challenges of bringing panel and census data together for online, and online and linear data for total TV.



Danielle Aldén, Co-COO & Head of Media Measurements, MMS

Rolf Müller, Commercial Director, Europe, Media Measurement, GfK



Incorporating the streamers: An update on how Barb is expanding its work with international streaming platforms, and how it is preparing to take CFlight forward under Barb governance.



Justin Sampson, CEO, Barb Audiences Ltd.



Unifying cross-platform TV data: Streamhub's approach to managing complex streaming data and currency-grade panel data to support a new total video measurement ecosystem for both buy and sell-side.



Aki Tsuchiya, Founder and CEO, Streamhub

Jamie West, Board Adviser & Investor / Non-Exec Director, Streamhub



The US measurement landscape is going through profound changes, and it continues to evolve along with the different industry stakeholders. Hear about the latest evolution - from the point of view of the Media Rating Council.



George Ivie, CEO and Executive Director, Media Rating Council



Where are we on cross-media measurement? A progress update on the delivery of the WFA's Halo Framework and related open-source software codes, on the progress made in pilot markets, and prospects for wider industry engagement.



Matt Green, Director, Global Media Services, World Federation of Advertisers



World Federation
of Advertisers

Beginning of a new paradigm for audience measurement in France: Update on the many new developments planned by Médiamétrie for the TV & video measurement in France.



Julien Rosanvallon, Executive Vice President, Médiamétrie



The user perspective: How are the changes to TV measurement in France most likely to impact broadcasters, and is there a need to change the definition of a contact and other key metrics? Dialogue between advertiser, agency and broadcaster trade bodies is paving the way for lasting currency changes.



Dorothée Alabeurthe, Marketing Director,
Fabrice Mollier, President, Canal Plus Brand Solutions



The future of currencies: Traditional media currencies are currently being evaluated in many parts of the world. This panel will discuss the pressures and challenges facing incumbent TV currencies; Is there a strong case to trade on impressions, and if so, who will win and who will lose?



A panel discussion moderated by

Jon Watts, Managing Director, Center for Innovative Media Measurement (CIMM)



Panellists:



Matt Green, Director,
Global Media Services,
World Federation of
Advertisers



Johan Smit,
Director,
Platform Media
Adviesbureaus



Fabrice Mollier,
President,
Canal Plus
Brand Solutions



Sofie Rutgeerts,
Manager TV & Digital
Research,
CIM Belgium

MIM (Market Intelligence Meeting) is a cornerstone event in egta's calendar, where leaders and researchers from sales houses come together from across the world for insightful updates and discussions on key research topics from TV effectiveness, to attention, attribution and more.

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Words of welcome from host



Javier Andres Ortega, Marketing Director, Atresmedia Publicidad



TV's signal strength in a changing media world

This update of the award-winning 2020 study, *Signalling Success*, quantifies the notion that the "medium is the message", revealing how the choice of media channel contributes to brand building and signal strength.



Richard Kirk, Chief Strategy Officer, EssenceMediacom



Proving contribution to sales through the power of MMM

How Canal+ Brand Solutions uses marketing mix modelling to prove to clients the value of their TV investments and to optimise the most rewarding budget allocation.



Dorothée Alabeurthe, Marketing Director,
Cécile Philipponneau, Marketing Executive, Canal+ Plus Brand Solutions



Mastering media metrics in a fragmented landscape

Optimising marketing effectiveness and the role of TV in the media mix - how IKEA and other advertisers maximise ad effectiveness through MMM, econometrics, the use of data, and what they need from TV sales houses.



A fireside chat with
Vala Magnadottir, Independent Consultant,
Former Global Strategy & Investment Media Leader, IKEA

Standardising outcomes and data quality

Marketeers are increasingly looking to outcomes as the primary determinant of ad spend effectiveness, and a wealth of publishers and attribution providers are offering performance-based metrics and measurement. To standardise this growing field, the MRC has released the world's first Outcomes and Data Quality Standard.



Ron Pinelli, SVP Digital Research and Standards & Associate Director, Media Rating Council



Myth busting: The TV sponsorships edition

Based on more than seven years of studies, media researcher Peter Hammer will debunk common misconceptions about the effects and impact of TV sponsorships.



Peter Hammer, Managing Director, Marketing Scientist Group



marketing Scientist Group

How to be good with TV sponsorship

How can sponsorships aid awareness, emotive effect, impact on brand image and actual impact on attitudes and behaviours?



Jennifer Legge, Research Executive, RTÉ Media Sales

**Insights from a decade of Sky Media effectiveness data**

This large body of data offers valuable lessons on TV ad effectiveness, frequency optimisation, creative wear-out, and the role of TV in activation and sales conversion.



Wayne Butler, Head of Media Effectiveness, Sky UK

**Delivering impact - The driving forces behind a successful video campaign**

Insight from a new study identifying the determining factors for TV campaigns to have impact, allowing advertisers to better optimise the effect of their TV spots.



Dieter De Ridder, Advertising Researcher, DPG Media

**The timeless importance of the show**

The concept of "the show", and of advertising that puts on a show, is central to the latest research from System1. This research delves into the historical evolution of advertising effectiveness and its impact on our thinking today.



Andrew Tindall, Global Director, System1



The attention equation: Evaluating the impact of video advertising formats

Revealing the effectiveness of various video ad formats on viewer experience, attention, emotion and recall across different devices types and screens.



Fernando Pino Velazquez, Marketing Services Director, Atresmedia Publicidad



The magic of distraction

What is the impact of viewer distraction, and how much attention do we actually need for a campaign to be truly effective?



Thirza Commandeur, Data & Insights Manager, Ster



TV - the last attention bargain?

Lumen, an attention technology company, offers a perspective on the latest developments in the attention space, from how we measure TV to the implications for our industry.



Erik Bogsnes, Lead Attention Consultant, Lumen



Value planning: A new strategic data-driven tool to leverage consumer values

Introducing a ready-to-use and actionable tool that enables clients to harness the values of contemporary consumers across the most effective touchpoints.



Serafina Croce, Head of Research,

Enrico Maschio, Head of Strategic Marketing, Rai Pubblicità



Rethinking social demographics and new approaches to identifying contemporary audiences

Exploring the representation of social class in TV advertising and whether the social grade buying model is still fit for purpose.



Georgina Harvey, Senior Research Manager,

Sam Cannons, Research Manager, Channel 4



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